



# IMPACT OF COMMUNITY RADIO IN EMPOWERING WOMEN IN COIMBATORE REGION – TAMIL NADU WITH REFERENCE TO RATHINAVANI COMMUNITY RADIO 90.8

T. J. Raju<sup>1</sup> | B. Saranya<sup>2</sup>

<sup>1</sup> Asst. Prof., Department of visual Communication, Rathinam College of Arts & Science, Coimbatore, India.

<sup>2</sup> Asst. Prof., Department of visual Communication, Rathinam College of Arts & Science, Coimbatore, India.

## ABSTRACT

The main purpose of Community radio is to serve the needs, create interest, to identify the problem in the society and to help in the elevation of the community. Community radio found its feet in the third phase within the broadcasting sector and it initiate to achieve justified service to the community. The people in the society, so called “listeners” are the owners of the community radio station and they serve, influence and help in the functioning of these stations. Community engage themselves in sharing their thoughts, ideas, experience and contributes knowledge to the society. It serves as a tool for women and acts as bridge in connecting themselves to the external issues and evolves strategic solutions so as to enrich their lives. It creates awareness, contributes information and education, and replenishes their skills so as to upheaval socioeconomic status of women. The study was an attempt to understand the impact of community radio in the development of women in the society and to analyze the role of community radio in empowerment of women.

**KEYWORDS:** Community Radio, Women empowerment, information, development.

## INTRODUCTION:

Community radio is a non-governmental organization which helps in serving the community. Throughout the world, community radio plays a major role in supporting and volunteering various services for the community. It bridges the gap between the people and the community. Individuals from the community initiate themselves by taking part in many activities and uplift themselves. NGO and various social activist warfare for bringing up more local radio broadcasting services to help and address issues in their community and serve their needs, interests, and aspirations. The government in the end of 2007, introduced a Community Radio Policy and gathered all the voluntary groups to constitute a CR forum to support and promote the setting up of some 4000 Community Radio stations across India.

UNESCO defined, CR as a broadcast station that “is operated in the community, for the community, about the community and by the community.” Community radio refers to disparate spectrum of arbitrate forms of communication. The CR furnishes a structure for permissive individuals, groups, communities to summon their own stories and experiences. It concentrates on community access and cooperation and should mirror the special interest and needs of listenership.

## COMMUNITY RADIO IN WOMEN EMPOWERMENT:

The development may bring some change in the status of women but not on the whole yet women are discriminated and tormented because of their gender. Empowerment is identified from the power of transition made within and developed women's constitutional strength and self-image, gaining not only defines the strength but also the dexterity to engage and bequeath in social development process. Empowerment facilitates to develop self-dignity and also it gains self-confidence to raise voice against violence, injustice, abuse, and profiteering act against them. Savour the role of women in the society which makes women empowered. The word empowerment precisely means ease the weak to attain strength, making someone powerful, to enhance one's self-esteem, to help someone to be pushy, and to show support for others and to take stand for her own rights.

Community radio act as back bone in modifying the lives of women. Woman empowerment actually terms bolster them to confront family, community, caste, religion, and biases working within society. Empowerment is a switch to transform people individually and collectively, accomplish in their lives and they ameliorate and gain self-confidence. Empowerment, is a measure focused in changing the nature and direction of intrinsic in favor of the marginalized sectors of the country. Community radio and its augmentation towards women empowerment as introducing many personality development programs, skill development, self-confidence, Entrepreneurship, Self-bolster social groups, persuasion and mass communication.

## RATHINAVANI COMMUNITY RADIO:

Rathinavani is established by Rathinam Group of Institution, Coimbatore, Tamilnadu was launched and the full-time transmission was started on 17th May, 2000. It works under FM 90.8 MHz, a frequency which is extended to a catchment area of 8-km radius from the campus and was inaugurated by M Karunakaran, District collector, Coimbatore. The main objective of Rathinavani is to create awareness among the people and to improve their community people to awaken, inform, enlighten, educate, and share knowledge to all sections of the

people. Rathinavani concentrates on programs such as digital learning, women empowerment, agricultural development, health, and education. It is also bringing out the hidden talents of students in and around the College campus. Some of the famous out reached shows, “Veeliya Vanga Kural Kodunga” “Kokako Kovai”.

## OBJECTIVES OF THE STUDY:

The study focused on the impact of community radio in the development of women in the society. The objectives of the study are:

1. To find out about the purpose of usage among women.
2. To find out the specific need of community radio among women development.
3. To examine if the community radio has created any changes among women in the society

## RESEARCH METHODOLOGY:

Survey research uses scientific sampling and questionnaire design to measure characteristics of listenership with statistical perception. Survey method, a quantitative research methodology was adopted and data was collected among 40 respondents using purposive sampling technique. There was a conscious effort to bring women listener representatives. The responses were obtained through a structured questionnaire which was self-designed with close ended and open ended questions.

## STATISTICAL TECHNIQUES:

The primary objectives of statistical inferences are to generalize data from a larger population of which the sample is just a representation of the population. The statistical technique used for the present study is simple percentage analysis.

## ANALYSIS AND INTERPRETATION:

The present study focuses upon impact of community radio in the development of women and their listenership. Findings of this study would pave way for further in-depth analysis of various factors related to CR and women empowerment.

**TABLE 1: AGE OF THE RESPONDENTS**

Age	Frequency	Percent
15-20 Years	18	40.9
21- 25 Years	8	18.2
26- 30 Years	3	6.8
30-40 Years	11	25.0
40-50 Years	2	4.5
50 & Above	2	4.5
Total	44	100.0

The Above table reveals that, out of 44 samples, 40.9 percent belongs to the age group of between 15-20 years, 18.2 percent are between 21- 25 years. 6.8 percent

are between 26- 30 years. 25.0 percent are between 30-40 years. 4.5 percent are between 40-50 years. 4.5 percent are between 50 & above.

**TABLE 2: GEOGRAPHICAL AREA OF THE RESPONDENTS**

Geographical status	Frequency	Percent
Rural	25	56.8
Urban	19	43.2
Total	44	100.0

The majority of the respondents (56.8%) are from rural geographical status and 43.2% are from urban geographical status.

**TABLE 3: OCCUPATIONAL STATUS OF THE RESPONDENTS**

Occupation status	Frequency	Percent
student	18	40.9
employee	21	47.7
un employee	2	4.5
self-employee	3	6.8
Total	44	100.0

The Above table reveals that, out of 44 samples, 47.7 percent are employed, 40.9 are students, 6.8 are self-employed and 4.5 are un-employed

**TABLE 4: PURPOSE OF LISTENING BY THE RESPONDENTS**

Purpose	Frequency	Percent
Information	25	56.8
self-development	13	29.5
entertainment	6	13.6
Total	44	100.0

The Above table reveals that, out of 44 samples, 56.8 percent listen to information programs, 29.5 percent listen to self-development programs, 13.6 percent listen to entertainment programs.

**TABLE 5: FAVORITE SHOW OF THE RESPONDENTS**

Favorite Show	Frequency	Percent
Veliya Vanga Kural Kodunga	8	18.2
Spoken English	6	13.6
Social Awareness	9	20.5
Women Safety	7	15.9
Psycholite Program	3	6.8
Technology Show	2	4.5
Vidiyal	2	4.5
Kokkarako Kovai	3	6.8
Women Entrepreneur	4	9.1
Total	44	100.0

The Above table reveals that, out of 44 samples, 18.2 percent listen to “Veliya Vanga Kural Kodunga” programs, 13.6 percent listen to “Spoken English” programs, 20.5 percent listen to “Social Awareness” programs, 15.9 percent listen to “Women Safety” programs, 6.8 percent listen to “Psycholite Program” programs, 4.5 percent listen to “Technology Show” programs, 4.5 percent listen to “Vidiyal” programs, 6.8 percent listen to “Kokkarako Kovai” and 9.1 percent listen to “Women Entrepreneur” programs.

**TABLE 6: DURATION SPENT BY THE RESPONDENTS**

Hours spent	Frequency	Percent
1-2 Hours	44	100.0
2-3 Hours	0	0
More than 3 Hours	0	0
Total	44	100.0

The Above table reveals that, out of 44 samples, 100.0 percent spend 1-2 Hours in listening to CR programs. The majority of the respondents 100.0 percent spend 1-2 Hours.

**TABLE 7: NUMBER OF RESPONDENTS WHO FELT BENEFITED THROUGH CR PROGRAMS**

Benefited through CR	Frequency	Percent
Yes	40	90.9
No	4	9.1
Total	44	100.0

The Above table reveals that, out of 44 samples, 90.9 percent felt benefited out through CR – Programs 9.1 percent said no (Not Benefited) through CR – Programs.

**TABLE 8: FEELINGS OF THE RESPONDENTS WHILE LISTENING TO CR PROGRAMS**

Feelings	Frequency	Percent
Pleasant	7	15.9
Relaxed	2	4.5
Knowledgeable	23	52.3
Motivated	12	27.3
Total	44	100.0

The Above table reveals that, out of 44 samples, 15.9 percent felt Pleasant listening to CR – Programs, 4.5 percent felt Relaxed listening to CR – Programs, 52.3 percent felt Knowledgeable listening to CR – Programs 27.3 percent felt Motivated listening to CR – Programs.

**TABLE 9: RESPONDENTS WHO HAD PARTICIPATED IN CR PROGRAMS**

CR-Programs	Frequency	Percent
Yes	23	52.3
No	21	47.7
Total	44	100.0

The Above table reveals that, out of 44 samples, 52.3 percent Participated in CR-Programs, 47.7 percent did not participated in CR-Programs.

**TABLE 10: VOICE OF THE RESPONDENTS IN CR**

Helped reach voice in the society	Frequency	Percent
Yes	43	97.7
No	1	2.3
Total	44	100.0

The Above table reveals that, out of 44 samples, 97.7 percent says CR- helps reach voice in the society, 2.3 percent says CR- does not helps reach voice in the society.

**TABLE 11: RESPONDENTS FREQUENCY OF CONNECTION WITH CR**

	Frequency	Percent
Daily	8	18.2
Once in 3 Days	10	22.7
Weekly	21	47.7
Monthly	5	11.4
Total	44	100.0

The Above table reveals that, out of 44 samples, 18.2 percent says they listen to CR daily, 23.3 percent says they listen to CR Once in 3 Days, 48.8 percent says they listen to CR Weekly, 11.6 percent says they listen to CR Monthly.

**TABLE 12: RESPONDENTS COMFORT IN SHARING/GAINING INFORMATION IN CR**

	Frequency	Percent
Yes	40	90.9
No	4	9.1
Total	44	100.0

The Above table reveals that, out of 44 samples, 90.1 percent says they are comfortable in sharing/Gaining Information – CR, 9.1 percent says they are not comfortable in sharing/Gaining Information – CR.

**TABLE 13: DOES CR HELP IN WOMEN EMPOWERMENT**

	Frequency	Percent
Yes	44	100.0
No	0	0
Total	44	100.0

The Above table reveals that, out of 44 samples, 100.0 percent says CR – Helps in women Empowerment,

**TABLE 14: CR & CHANGES IN THE RESPONDENTS LIFE**

	Frequency	Percent
Yes	40	90.9
No	4	9.1
Total	44	100.0

The Above table reveals that, out of 44 samples, 90.9 percent says CR – brings Change in life, 9.1 percent says CR –did not bring Change in life.

**TABLE 15: CR & OPPORTUNITY FOR SELF-DEVELOPMENT**

	Frequency	Percent
Yes	42	95.45
No	2	4.55
Total	44	100.0

The Above table reveals that, out of 44 samples, 95.45 percent says CR – brings opportunity for self-development, 4.55 percent says CR – did not bring any opportunity for self-development,

**FINDINGS AND CONCLUSION:**

1. 40.9% of the respondents aged between 15-20 years.
2. 56.8% of the respondents belonged to rural areas.
3. 47.7% of the respondents were employed.
4. 56.8% of the respondents listened to information programs.
5. 20.5% of the respondent's favourite CR program was based on "Social Awareness."
6. Respondents spent about 1-2 hours of time in listening to CR programs
7. 90.9% were benefited through CR programs
8. 52.3% gained knowledge from listening to CR
9. 52.3% participated in CR programs
10. 97.7% respondents had registered their views/opinions in the society through CR programs
11. 48.8% of the respondents listened to the CR once in a week.
12. 90.1% were comfortable in sharing/Gaining Information on CR
13. 100.0% of the women respondents were empowered through CR programs.
14. CR has brought in change in the life for 90.9% of the respondents.
15. CR has played a vital role in self-development for 95.45% of the respondents

**SUGGESTIONS & FUTURE IMPLICATIONS:**

Since the study was limited to a small group of respondents with only 44 samples, the same study can be undertaken with large number of sample to have a detail and depth in the data about the impact of community radio in the development of women in the society. The future studies could also analyze more on the other related variables. Researchers shall emphasis on the psycho-social health of the community radio listeners. Also, it shall concentrate on the qualitative research methods.

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